

FOR IMMEDIATE RELEASE

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QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Perdue's unpopularity continues

Raleigh, N.C. – It's a new year but when it comes to Bev Perdue's popularity it's the same old story. Just 30% of voters in the state approve of the job she's doing with 48% disapproving. Her approval hasn't been above 30% since last May.

Her numbers this month actually do represent a small improvement from December when her approval was at just 27%. She's gradually regaining her popularity with Democratic voters, her spread with them now standing at a positive 47/32 mark. But she continues to get minimal support from independents (21%) and Republicans (12%).

Perdue may have declared herself to be the 'Jobs Governor' last week but it looks like it will take some work to make that moniker stick with the public. Only 20% of voters in the state give her an 'excellent' or 'good' rating for her record on job creation so far, with 38% saying she's done a poor job on that front.

Perdue's unpopularity seems to be having implications for her party's prospects in this year's elections. Republicans lead 45-42 on the generic legislative ballot, including a 45-23 advantage among independent voters.

"Bev Perdue's numbers with Republicans and independents are par for the course for Democrats right now," said Dean Debnam, President of Public Policy Polling. "What makes her one of the least popular Governors in the country is her lack of popularity with her own party. She needs to do more on issues important to her base like education and health care if she's going to get her numbers turned around. If her numbers stay this low she won't be of any help to other Democratic candidates when the campaign season kicks in, an asset that has helped Democrats get elected in the past won't be available this time around"

PPP surveyed 678 North Carolina voters from January 15th to 18th. The survey's margin of error is +/-3.8%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.



North Carolina Survey Results

Q1 Do you approve or disapprove of Governor Bev Perdue's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve 30%
Disapprove..... 48%
Not Sure..... 22%

Q2 How would you rate Governor Perdue's record so far on job creation? If excellent, press 1. If good, press 2. If fair, press 3. If poor, press 4. If you're not sure, press 5.

Excellent 7% *Poor* 38%
Good 13% *Not sure* 12%
Fair..... 30%

Q3 If there was an election for the state legislature today, would you vote Democratic or Republican? If Democratic, press 1. If Republican, press 2. If you're undecided, press 3.

Democratic..... 42%
Republican..... 45%
Undecided..... 13%

Q4 Who did you vote for President in 2008, or did you not vote or don't remember? If you voted for John McCain, press 1. If you voted for Barack Obama, press 2. If you didn't vote, press 3. If you don't remember or voted for someone else, press 4.

McCain..... 49%
Obama..... 46%
Didn't Vote 1%
Don't Remember/Voted for Someone Else 3%

Q5 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 18%
Moderate..... 38%
Conservative..... 43%

Q6 Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

Urban..... 14%
Suburban..... 29%
Rural..... 27%
Small Town..... 30%

Q7 If you are a woman, press 1, if a man, press 2.

Woman 52%
Man..... 48%

Q8 If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 48%
Republican..... 35%
Independent/Other..... 17%

Q9 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 78%
African-American 19%
Other..... 3%





Q10 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

<i>18 to 29</i>	8%
<i>30 to 45</i>	23%
<i>46 to 65</i>	48%
<i>Older than 65</i>	20%

Q11

252.....	11%
336.....	20%
704.....	17%
828.....	15%
910.....	14%
919.....	23%





Crosstabs

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Perdue Approval					
Approve	30%	11%	52%	13%	18%
Disapprove	48%	70%	23%	75%	55%
Not Sure	22%	18%	26%	12%	26%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Perdue/Job Creation					
Excellent	7%	1%	14%	-	4%
Good	13%	8%	19%	-	6%
Fair	30%	28%	32%	43%	28%
Poor	38%	57%	17%	43%	49%
Not sure	12%	6%	17%	14%	12%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Generic Legislative Ballot					
Democratic	42%	8%	80%	22%	32%
Republican	45%	80%	6%	33%	53%
Undecided	13%	11%	14%	44%	14%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Approval				
Approve	30%	52%	39%	14%
Disapprove	48%	25%	34%	70%
Not Sure	22%	24%	27%	17%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue/Job Creation				
Excellent	7%	16%	8%	3%
Good	13%	19%	16%	8%
Fair	30%	27%	33%	29%
Poor	38%	20%	29%	54%
Not sure	12%	18%	15%	6%

	Base	Ideology		
		Liberal	Moderate	Conservative
Generic Legislative Ballot				
Democratic	42%	85%	53%	14%
Republican	45%	5%	28%	76%
Undecided	13%	9%	19%	9%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Approval					
Approve	30%	55%	35%	19%	25%
Disapprove	48%	22%	43%	67%	48%
Not Sure	22%	23%	23%	15%	27%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue/Job Creation					
Excellent	7%	17%	6%	5%	5%
Good	13%	16%	15%	10%	12%
Fair	30%	32%	33%	29%	28%
Poor	38%	23%	35%	49%	39%
Not sure	12%	12%	12%	8%	15%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Generic Legislative Ballot					
Democratic	42%	65%	43%	31%	41%
Republican	45%	25%	43%	55%	47%
Undecided	13%	10%	14%	14%	12%

	Base	Gender	
		Woman	Man
Perdue Approval			
Approve	30%	29%	32%
Disapprove	48%	47%	49%
Not Sure	22%	24%	20%

	Base	Gender	
		Woman	Man
Perdue/Job Creation			
Excellent	7%	5%	9%
Good	13%	13%	13%
Fair	30%	34%	27%
Poor	38%	36%	41%
Not sure	12%	13%	11%

	Base	Gender	
		Woman	Man
Generic Legislative Ballot			
Democratic	42%	44%	40%
Republican	45%	42%	48%
Undecided	13%	14%	13%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	30%	47%	12%	21%
Disapprove	48%	32%	71%	46%
Not Sure	22%	21%	17%	33%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue/Job Creation				
Excellent	7%	12%	2%	2%
Good	13%	17%	7%	14%
Fair	30%	33%	27%	29%
Poor	38%	24%	58%	39%
Not sure	12%	14%	7%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Generic Legislative Ballot				
Democratic	42%	77%	4%	23%
Republican	45%	12%	89%	45%
Undecided	13%	10%	7%	32%

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	30%	28%	40%	19%
Disapprove	48%	54%	24%	45%
Not Sure	22%	18%	35%	36%





Crosstabs

	Base	Race		
		White	African-American	Other
Perdue/Job Creation				
Excellent	7%	5%	15%	2%
Good	13%	12%	15%	21%
Fair	30%	29%	34%	33%
Poor	38%	42%	22%	38%
Not sure	12%	11%	15%	5%

	Base	Race		
		White	African-American	Other
Generic Legislative Ballot				
Democratic	42%	32%	83%	38%
Republican	45%	54%	7%	38%
Undecided	13%	14%	10%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	30%	38%	21%	32%	32%
Disapprove	48%	41%	59%	46%	43%
Not Sure	22%	21%	20%	22%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue/Job Creation					
Excellent	7%	16%	3%	7%	7%
Good	13%	13%	10%	13%	16%
Fair	30%	28%	26%	30%	36%
Poor	38%	23%	52%	38%	30%
Not sure	12%	20%	9%	12%	11%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Generic Legislative Ballot					
Democratic	42%	64%	41%	40%	40%
Republican	45%	33%	45%	45%	49%
Undecided	13%	3%	14%	15%	11%

	Base	Area Code					
		252	336	704	828	910	919
Perdue Approval							
Approve	30%	29%	25%	28%	26%	33%	38%
Disapprove	48%	57%	52%	51%	45%	40%	44%
Not Sure	22%	15%	23%	20%	29%	26%	18%

	Base	Area Code					
		252	336	704	828	910	919
Perdue/Job Creation							
Excellent	7%	8%	6%	7%	5%	9%	7%
Good	13%	11%	10%	18%	11%	10%	16%
Fair	30%	25%	32%	31%	32%	26%	32%
Poor	38%	47%	44%	36%	35%	38%	32%
Not sure	12%	9%	8%	8%	16%	17%	13%

	Base	Area Code					
		252	336	704	828	910	919
Generic Legislative Ballot							
Democratic	42%	43%	39%	37%	41%	41%	50%
Republican	45%	46%	45%	48%	44%	51%	39%
Undecided	13%	10%	16%	15%	15%	8%	12%

